

An Exceptional Selling
**PERSIAN and CHINESE
RUGS**

Room Size 9 x 12 feet
\$195 and \$245
Size 8 x 10 feet
\$165

Beautiful rugs without exception. Quality, coloring and patterns reveal the high prices at which they would ordinarily sell. Your opportunity to buy the rug you have been longing for—at an unusually low price.

Small Oriental Rugs \$36.50

These are really large throw-size Oriental Rugs—Average 4 x 6½ feet—Also of a superior quality and coloring. Specially priced, \$36.50

FIFTH FLOOR

Important July Sale of
Household Linens

Including the John S. Brown & Sons "Shamrock" Damask Table Cloths and Napkins

Every article offered in this Sale has been radically reduced—just how radically you can judge for yourself when you see the low prices now marked. Linen sheets and pillow cases, towels, kitchen furnishings, decorative linens—we list just a few of them to give you an example of values. You must see for yourself to appreciate the splendid savings.

John S. Brown Linen Damask Napkins, \$9.50 dozen up.
John S. Brown Damask Table Cloths, \$8 up.
Pure Linen Sheets, \$10.50 pair up.
Pure Linen Pillow Cases, \$2.50 pair.
Hemstitched Huck Towels, \$7.50 dozen.
Typed Tea and Glass Towels, \$4.50 dozen.
An Exceptional Turkish Towel Value, \$5.50 dozen.

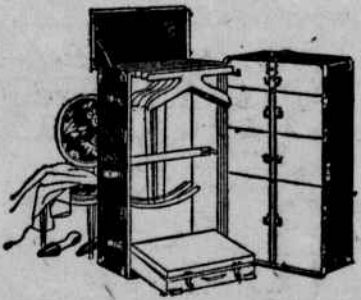
A Special Purchase of Madeira Linens

Fine hand-embroidered Tea Napkins, \$5.95 dozen.
Hand-embroidered Madeira Luncheon Sets, 13 piece set, \$4.95

Our Lowest Prices on Table Linen

Pure Linen Damask Table Cloths, 70 x 70 inches, \$3.50
Pure Linen Damask Napkins, 20 inches square, \$3.95

SECOND FLOOR



A Special Purchase of
"Hartmann"

**Wardrobe Trunks
\$47.50**

With Gibraltarized Edge

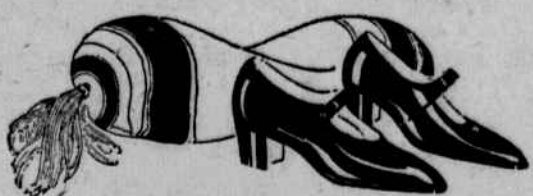
One of the most striking values we have offered in a season of excellent trunk values. We secured it at a special concession and you share the benefit. It is 40 inches high, 25 inches wide, with 13 hangers, shoe box, locking bar over all drawers, and laundry bag. Keratol gold lining. Its Gibraltarized edges all around make it an ideal trunk for long trips. Studded on all sides.

SEVENTH FLOOR

Openwork Clocked Stockings \$2.25

All silk with fancy openwork clocks. These stockings sold until a short time ago at a considerably higher price and are specially priced now. They are values you will find it hard to equal. Black, cordovan, sand, russet.

GROUND FLOOR



Women's Strap Pumps \$5.95

Whether it is patent leather or black or tan kidskin, you can find it at this very moderate price. It's a smart and very comfortable style with one strap and military heel.

1,000 pairs Women's Low Shoes reduced to \$3.85

Sizes not complete

SECOND FLOOR

Store Closed All Day Saturday during July and August

Lord & Taylor
FIFTH AVENUE



Walking Sticks are seen again, with bakelite tops and leather straps, \$3.50 and \$5

Special in the Women's Gown Department

**Mid-Summer Frocks for
Town Wear \$19.50**

Have you paused puzzled at your mirror, wondering how you can be cool yet appropriately dressed for shopping, dinner and the theater in town? And no one frock seems quite versatile enough. We can show you many clever solutions among which are inexpensive Georgette frocks in black, blue and white, patterned gaily with the always smart diamond design. One model is sketched, \$19.50

Also extraordinary values in printed silk frocks at \$13.50

THIRD FLOOR

Women's Shantung Suits \$20

Unlined and cool, gracefully cut with slender effect, and easy to clean, a Shantung suit (sketched above) is both smart and serviceable for summer wear, and the soft, natural colored silk is kind to nearly all complexions. Very satisfactory for motoring on warm days.

We are closing out modish silk crepe cape-suits with sleeveless dress in navy, beige, black and white, at \$29.50

THIRD FLOOR

Black Silk Bathing Suits \$5

Serviceable, easy-to-slip-into and out-of bathing suits, made of sturdy and lasting satin and taffeta, are attractively priced at \$5. In both large and small sizes.

THIRD FLOOR

All-White, Hand-Embroidered
Crepe de Chine Blouses \$15

The vogue for all white, the vogue for embroidery, and the smartness and convenience of their cut make these overblouses a clever addition to your summer wardrobe. A model not sketched is equally attractive with round neckline and hand-drawn work.

A similar voile blouse trimmed with hemstitching is an excellent value at \$5.95

THIRD FLOOR



White Hats \$7.95

Of Silk, for Hot Weather

Straight off the face—according to latest word from Paris! Or with mushroom brim so much more becoming to many women. Or again with straight brim, since some prefer that. These silk hats—crepe or taffeta or satin with velvet facing—are hats you'd expect to see marked



much higher. They have the smartest trimmings, new metal braid, great chous of ribbon or self trimming. You'll find one a great addition to your summer costume!

FOURTH FLOOR

At Less Than Regular Wholesale Cost!

**PHILIPPINE
NIGHT-GOWNS and
ENVELOPE
CHEMISES \$1.95**

An extraordinary purchase! New, fresh merchandise that would ordinarily have to sell at a much higher price. Fine quality material, beautiful hand work and exquisite embroidery. Almost matchless values as you'll agree when you see them.

A White Voile Negligee \$4.95—Its sheer cool material, long lines and wide airy sleeves make it ideal for hot days. White voile with silk blocked designs in rose, blue, orchid and pink. Sketched at right.



Elente Corsets \$3.50, \$4.95

Pink satin of a superior quality makes one model with elastic girdle top. Another is satin striped batiste, \$3.50

Comfort top steel is a strong point in favor of a third model made of pink satin with medium length skirt, \$4.95

SECOND FLOOR



**Guimpes
with Sleeves**

\$1.95, \$2.95, \$3.95, \$6.95

Net guimpes, exactly the right styles to wear under your sweater or sports coat all summer—they are trimmed with real Irish or filet lace, sometimes the two combined. There is enough variety of style to meet every taste and to suit every type. Round necks and Peter Pan collars, Tuxedo collars, soft plaited frills, or straight necklines.

This special purchase is marked at less than regular wholesale price. Also a selection of guimpes without sleeves, very specially priced.

GROUND FLOOR

Faille Crepe and Satin Canton \$2.95

10,000 yards specially priced. A new assortment have just received. Fascinating colors, among them the newest shades from Paris, emphasizing soft tans, browns and greens. 40 inches wide.

GROUND FLOOR

Domestic and Imported

Woven and Printed Voiles 50c yd.

You may find any color you wish in this collection of beautiful voiles, any one the material of a distinctive frock. Navy, brown and other dark colors, orchid, maize, green, blue and other pale tints. All have been marked at higher prices until now. 36 inches wide.

SECOND FLOOR

Real Filet Laces 90c yd.

Five inch widths, ideal for collars and lingerie; excellent in quality and made in favorite designs.

Real Irish Laces, \$1.25 Yd.—More of these beautiful hand-crocheted edges and insertions. Two inches wide.

Real Irish Laces, 90c Yd.—Hand crocheted edges and insertions, 1½ inches wide, of a very fine quality.

**New
Steel Beaded
Hand-Bags
\$8.95.**



They tell us what the advance season is going to be—mocha bags, black or grey, charmingly steel beaded, with inside frame and mirror.

Moire Silk Bags, \$4.95—The frames are trimmed with silver finish band, set with onyx and marcassite, with filigree ball catch. Bags are figured moire silk. Another early fashion note for fall!

GROUND FLOOR